## 5 A PROCESS FOR PREPARING (BRANCHED-ALKYL) ARYLSULFONATES AND A (BRANCHED-ALKYL) ARYLSULFONATE COMPOSITION

## Abstract of the Disclosure

10 A process for preparing branched alkyl aromatic hydrocarbons, which process comprises contacting branched olefins with an aromatic hydrocarbon under alkylating conditions, which branched olefins have been obtained by process which comprises dehydrogenating 15 isoparaffinic composition over a suitable catalyst which composition has been obtained isoparaffinic hydrocracking and hydroisomerization of a paraffinic wax and which isoparaffinic composition comprises paraffins having a carbon number in the range of from 7 to 35, of 20 which paraffins at least a portion of the molecules is branched, the average number of branches per paraffin molecule being at least 0.5 and the branching comprising methyl and optionally ethyl branches; a process (branched-alkyl) arylsulfonates, preparing comprising sulfonating branched alkyl aromatic hydrocarbons which 25 branched alkyl aromatic hydrocarbons have been prepared by the said process for preparing branched alkyl aromatic and branched alkyl aromatic hydrocarbon hydrocarbons; compositions and (branched-alkyl)arylsulfonate 30 compositions which are obtainable by the processes so defined.